



SANTA ANA DISTRICT NEWSLETTER

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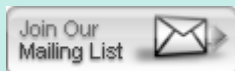
SBA Santa Ana District staff would like to congratulate Adalberto for recently being chosen to participate in the [Senior Executive Service Candidate Development Program \(SES\)](#).

The highly competitive program, developed by the [Office of Personnel Management](#), provides trained leaders for government agencies that are facing unprecedented numbers of employee retirements. It is anticipated that 35% of federal agency supervisors and managers will be eligible for voluntary retirement and more than 59% will be eligible within the next five years.

The Senior Executive Service Candidate Development Program was developed as an effort to address this void that could result in a loss of continuity, institutional knowledge and expertise at the highest levels of the federal government. More than 395 people applied to be accepted in the program. The screening process, which lasted almost a year, resulted in 14 individuals being selected.

The training program will further develop a participant's leadership skills that will help them create strategies for meeting the complex challenges facing their organizations in the future. Participants will take a combination of formal training, attend seminars, and be detailed on developmental assignments to gain more knowledge about how government functions.

SBA employees who have been accepted to participate in the SES CDP will remain in their current position of record while fulfilling the program requirements. The program will last between 18 and 24 months.



Family 1 Federal Credit Union Joins SBA Lending Family!



SBA's Santa Ana District Office is proud to welcome [Family 1 Federal Credit Union](#) to the SBA lending family!

Lender Relations Specialist, [Stephen Leung](#), reports that Family 1 CU signed 750 agreements, authorizing them to offer SBA 7(a) loans, on October 2nd.

Congratulations to Family 1 Credit Union! The SBA applauds your commitment to small businesses and looks forward to working with your team in the near future.

SBA Supports Congressman Calvert's Event For Small Businesses

The SBA teamed up with Congressman Ken Calvert and his Riverside office staff to inform small business owners of the available resources in Riverside County. Lead BDS [Jill Andrews](#) worked with the Congressman's office to put together valuable information for attendees.

The event, attended by almost 100 business owners, was held January 12th at Riverside County's [Workforce Development Center](#), Riverside location.

SBA District Director, Adalberto Quijada, welcomed the crowd and introduced Congressman Calvert. Director Quijada also provided a historical overview of the SBA to point out the similarities between the current economic climate and when the agency was formed more than 55 years ago.

Congressman Calvert spoke about activities and discussions taking place on Capitol Hill that may affect his constituents. He also encouraged business owners to take full advantage of the resources available to help them succeed.

[Stephen Leung](#), SBA's Lender Relations Specialist, spoke about SBA's various loan programs. Other SBA staff members were on hand to provide information about their respective specialties. [CDC Small Business Finance's](#) Senior Community Loan Officer, [Stacey Sanchez](#), discussed community loan programs available through the organization. She also touched on what lenders look for in a deal and how to maintain or repair credit.

SBA lenders, Hilda Kennedy of [AmPac Tri-State CDC](#) and Jeff Scerenka of [Enterprise Funding](#) were also on hand to answer questions.

The [Inland Empire SCORE Chapter](#) was available to provide immediate assistance to entrepreneurs. Long-term counseling is available by appointment in Hemet.



Congressman Calvert, Director Quijada and SBA team members



Congressman Calvert speaks to some of his constituents



Stacey Sanchez discusses financing options with small business owners

A Look Back At Santa Ana Business Expo

SBA's Paul Smith participated in the City of Santa Ana Business Expo, which was a hit with small business owners in attendance. They were able to network with each other, local government officials, and learn strategies for starting and growing their organizations.

Attendees appreciated having a variety of business experts and resources in one location, enabling them to gather useful information and meet one-on-one with representatives and exhibiting vendors.

The business expo opened with remarks by Santa Ana Mayor Miguel Pulido. Other leaders speaking and meeting with attendees included Santa Ana Mayor Pro-Tem Claudia Alvarez, Santa Ana Councilmembers Carlos Bustamante and Vincent Sarmiento, State Assemblyman Jose Solorio, and a representative from the office of Assemblyman Van Tran. Ken Nguyen, Board of Recreation & Parks Commissioner, was instrumental in making this a successful event by acting as the liaison to the Vietnamese community.

Paul, and Katie Nguyen, a business consultant with the [OC Small Business Development Center](#), participated in a panel detailing the SBA's and OCSBDC's programs and services.

After the morning speaker session, attendees were invited to the exhibitor area where they learned how to put City and local resources to work for them. On hand from the City of Santa Ana were representatives from Code Enforcement, Economic Development, Graffiti Task Force, Library Services, Parks & Recreation, Planning & Building, Public Works, and Water Quality as well as the Santa Ana Police Department.

In addition to the SBA and its Resource Partner, the OC Small Business Development Center, other participating business experts and community organizations included the Asian Business Association of Orange County, First Vietnamese-American Bank, Greater Santa Ana Business Alliance, Orange County Clerk Recorder, Orange County Health Department, PACE Energy Savings Project, Southland EDC, State of California Controller's Office, Wells Fargo Bank and Westminster Asia Plaza.

The City of Santa Ana Business Expo was free to attend and was held at Regent West. The City plans on hosting additional business expos in 2009. Be sure to be on the lookout for those and don't miss out!



Santa Ana Mayor Miguel Pulido, Mayor Pro-Tem Claudia Alvarez, Councilman Carlos Bustamante, SBA's Paul Smith and other event participants



OCSBDC's Katie Nguyen and SBA's Paul Smith teamed up to assist expo attendees



SBA's Paul Smith provides the fast and friendly service he is known for!

Go Green! CDC/504 Loan Program Info

**SBA encourages small businesses to become energy efficient
by offering new loan guidelines**



The CDC/504 loan program is a long-term financing tool for economic development within a community. The 504 Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings.

Typically, a 504 project includes a loan secured with a senior lien from a private-sector lender covering up to 50 percent of the project cost, a loan secured with a junior lien from the CDC (backed by a 100 percent SBA-guaranteed debenture) covering up to 40 percent of the cost, and a contribution of at least 10 percent equity from the small business being helped.

The maximum SBA debenture is \$1,500,000 when meeting the job creation criteria or a community development goal. Generally, a business must create or retain one job for every \$50,000 provided by the SBA except for "Small Manufacturers" which have a \$100,000 job creation or retention goal (see below). The maximum SBA debenture is \$2.0 million when meeting a public policy goal.

The SBA now has three new public policy goals for the 504 program. They are described below:

- E1 (I) reduction of energy consumption by at least 10 percent,
- E2 (J) increased use of sustainable design, including designs that reduce the use of greenhouse gas emitting fossil fuels, or low-impact design to produce buildings that reduce the use of non-renewable resources and minimize environmental impact, or
- E3 (K) plant, equipment and process upgrades of renewable energy sources such as the small-scale production of energy for individual buildings or communities consumption, commonly known as micropower, or renewable fuels producers including biodiesel and ethanol producers.

Projects meeting any of these can go to \$2,000,000 without creating or retaining jobs, as with other public policy goals, so long as the CDC portfolio average is \$50,000 as required.

There are two new categories of loans permitted, to reach \$4,000,000 in 504 financing, titled as "Energy Efficiency Projects". The categories are:

- E1 (iv) \$4,000,000 for each project that reduces the borrower's energy consumption by at least 10%; and
- E3 (v) \$4,000,000 for each project that generates renewable energy or renewable fuels, such as biodiesel or ethanol production.

Projects eligible for up to \$4,000,000 under one of the above do not have to meet the job creation or retention requirement, so long as the CDC portfolio average is at least \$50,000.

For some valuable tips on saving money by saving energy, take a look at this [Fact Sheet](#).

Insight & Inspiration : Using The Business Plan

A business plan is a tool with three basic purposes: communication, management, and planning. As a communication tool, it is used to attract investment capital, secure loans, convince workers to hire on, and assist in attracting strategic business partners. The development of a comprehensive business plan shows whether or not a business has the potential to make a profit. It requires a realistic look at almost every phase of business and allows you to show that you have worked out all the problems and decided on potential alternatives before actually launching your business.

As a management tool, the business plan helps you track, monitor, and evaluate your progress. The business plan is a living document that you will modify as you gain knowledge and experience. By using your business plan to establish timelines and milestones, you can gauge your progress and compare your projections to actual accomplishments.

As a planning tool, the business plan guides you through the various phases of your business. A thoughtful plan will help identify roadblocks and obstacles so that you can avoid them and establish alternatives. Many business owners share their business plans with their employees to foster a broader understanding of where the business is going.

SBA's Resource Partners can help businesses write or revamp business plans. Visit them today by clicking on the links at the top of newsletter under the 'In Every Issue' heading!

[Sample Business Plans](#)